



College of Media

ADVANCING EXCELLENCE



Message from the Dean

This fall marked a welcome return to campus life, and while we all continue precautions to navigate the pandemic, there has been palpable excitement in seeing our (masked) colleagues and students in person again.

But we didn't return to Gregory Hall as we knew it. Our basement instructional facilities have undergone a substantial facelift, with renovations to create state-of-the-art spaces. Perhaps the most noticeable of these is the College of Media-branded glass wall outside of our reconfigurable "iFlex" audio/visual-enhanced classroom. We also have a new production studio outfitted with a green screen, cameras, and lighting equipment, a post-production room with first-rate capabilities, and a remodeled computer classroom with upgraded workstations. Next up is a new Media Technology Center to support teaching and learning collegewide.

Our renovation work will continue for at least the next year and a half, thanks to a historic gift by Richard and Leslie Frank, who established the Richard and Leslie Frank Center for Leadership and Innovation in Media in 2020 and dedicated a portion of the funds to upgrades and renovations. A major redesign of our broadcast teaching facility, Richmond Studio, is underway. One highlight will be a newsroom/classroom area, visible from the studio, featuring an open layout to enable collaborative work.

Beyond infrastructure and technology improvements, we have also launched a number of new programmatic initiatives. Support from campus has enabled us to create the New Voices Internship Program for first generation college students and students from underrepresented populations. We have secured funds to support junior faculty engaged in grant-seeking and to invest in new professional education programs. And we're particularly excited to be working with alumni to kick off a Chicago alumni group.

We thank our many alumni, donors, and campus partners for investing in our growth as leaders in media education and research.



Tracy Sulkin
Dean



Message from Advancement

As we enter the season of giving and gratitude, a generous alumnus has stepped forward to challenge us to make strengthening the future of the University of Illinois our personal legacy. With the Illinois Legacy Challenge, you can amplify the impact of your planned gift benefiting the College of Media.

If you document a new planned gift with the University of Illinois Foundation (UIF) for the benefit of any Illinois fund you wish to support—whether it's one of the Chancellor's four funding priorities or one at the College of Media, including one of the unrestricted funds for any of our departments or the college's annual fund—you have the ability to tap the Challenge's matching pool to direct 10% (up to \$10,000) of your new planned gift's value to immediately benefit a qualifying matchable fund.

You can participate in one of four ways:

1. Name UIF in your will or living trust. (Please contact us to ensure your bequest or beneficiary designation language can be honored as you intend.)
2. Designate UIF as a beneficiary of your retirement plan or transferable/payable on death ("TOD"/"POD") account.
3. Establish a life-income gift with UIF.
4. Increase your existing planned gift on record with UIF.

The Challenge will continue until the matching pool has been extinguished or June 30, 2022, whichever comes first. Beneficiary designation and bequest donors must be at least age 65 by June 30, 2022, to have their gifts qualify for Challenge matching funds.

To learn more about the Challenge, please call me at 217-333-0752 or email me at jhns@illinois.edu.



Deanne Johnson
Assistant Dean for Advancement



Advancing Excellence is a publication of the College of Media Office of Advancement at the University of Illinois Urbana-Champaign.

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Questions? Email media-giving@illinois.edu.

Cover: A peek behind the camera in WILL's Studio X shows the Frank Center for Leadership and Innovation in Media panel on sports and social media, which was broadcast on October 18, 2021. (Photo by Jacob Davidson, photography intern.)

Media Technology Center set to launch for 2022-23 academic year



This photo of Gregory Hall Room 9 (circa 2014) shows the space configuration when it was used as a collaboration classroom. The room will be transformed into the Media Technology Center by Fall 2022.

By Da Yeon Eom, Communications and Marketing Intern

An idea long in the making—a Media Technology Center for students in the College of Media—will finally come to life in the basement of Gregory Hall during the 2022-23 academic year.

The center was made possible by a generous \$50,000 gift from Jim and Amy Schlueter to the College of Media Innovation Fund, and by a \$100,000 investment from the Office of the Provost.

“We’re excited to establish a physical space that meets and supports instructional equipment needs for our students,” said Dean Tracy Sulkin. “We will have a variety of technology and resources that students can check out or access online. They can explore equipment that they’d like to use for class projects and receive guidance on how to use it from the staff.”

The project is just getting underway this fall. The college is currently clearing out furniture stored in Greg Hall Room 9, the future location of the center, so a new coat of paint and floor repairs can take place. Then equipment lockers will be added, as well as a workspace for students to experiment with new technology.

“Over the past few years, the College of Media has been taking important steps in pursuing the new technologies and innovative research that will give our students the opportunity to be future leaders in our fields,” said Jim Schlueter (BS ’80, journalism). “We are thrilled to help the college establish a place where our students can get access to the equipment, training, and assistance with using the tools they need. It’s our

hope the center will be another special space in the basement of Greg Hall that will prepare our students for their careers and also be a place where they build great memories.”

Meghan Burnett, director of IT and operations for the College of Media, will be the staff lead for the renovation and launch of the center.

“The Media Technology Center will provide students with a location to get some hands-on experience with different media technology,” Burnett said. “It will be a space where students can come to ask questions about their own equipment or to borrow something they need for an assignment.”

The College of Media is considering each department’s distinct needs in developing the facility. The Media Technology Center will enhance the services available to students, and at the same time, provide departments with flexibility.

Members of the college’s Technology Committee, which will play an important role in shaping the space, will work with their respective department heads to decide how the facility can best serve student and faculty needs.

The College of Media Innovation Fund supports projects like this. To contribute to faculty excellence, faculty and student research, technology advancements, and cutting-edge pedagogy, visit media.illinois.edu/give-now, click on the orange “Give Online Now” button, and select the College of Media Innovation Fund under “Champion Innovation in Media Research & Collaborations.”

Balz receives inaugural College of Media Distinguished Alumni Award

By Da Yeon Eom, Communications and Marketing Intern

When Dan Balz (BS '68, MS '72, journalism) arrived at the University of Illinois, he had no idea that he would choose journalism as his lifelong profession. His older brother, the late Doug Balz, who was also a journalism alumnus, had recommended that he join *The Daily Illini*. It was there that Balz fell in love with the craft as well as the camaraderie that he shared with fellow student journalists.

Balz, chief correspondent at *The Washington Post*, said his Illinois education and the College of Media have shaped his life and career in all kinds of ways, “from the classroom learning, to the mentoring from faculty members, to working on *The Daily Illini*, to the friendships that have been maintained. I am incredibly grateful for all of that.”

He has held a unique vantage point of history in the making, covering national politics since joining *The Washington Post* in 1978. He is also a regular panelist on PBS's Washington Week, a frequent guest on other public affairs programs, and the author of several books on politics and elections, including two bestsellers.

Because of his extraordinary career, Balz has been selected as the inaugural recipient of the College of Media Distinguished Alumni Award.

“This new annual award honors an alum whose career accomplishments and engagement with the College of Media are exemplary,” said Dean Tracy Sulkin. “Dan has greatly contributed to the profession of journalism, reporting on our democracy for four decades, and has generously supported the College of Media and our students over the years.”

“I really enjoy political reporting,” Balz said. “You get to go around the country, you learn about the politics in different states—every state has its own rich political heritage—and it gave me the opportunity to cover presidential campaigns and to see the evolving nature of the person who eventually gets elected as the President of the United States.”

After working as a Capitol Hill intern during his sophomore year, Balz knew that he wanted to go to Washington, D.C., as a reporter. For most of his career, he has had front-row seats to the presidential candidates before they are bound by the trappings of the Oval Office, and he gets to observe how newly appointed presidents handle high-pressure situations.

For him, a presidential campaign is like a Rorschach test for the nation.

“The candidates are important, obviously, but a lot of it has to do with the mood of the country and what voters are looking for, and trying to understand all those forces that come together as a campaign,” Balz said. “To me, that has always been stimulating and that has always been different, so it keeps you fresh.”

Balz described political reporting as part biography. “You are watching people, and learning about people, and writing about people. But it also gives you a chance to understand the country and its history.”

Some of his most memorable stories include covering the election of President Barack Obama and the death of Princess Diana.

“The 2008 election campaign was just infused with history and the competition between [Barack] Obama and [Hillary] Clinton was unlike anything that I have ever covered in a presidential campaign,” Balz said.

“The death of Princess Diana was also just an incredible story, in part because it was so revealing of the country as a whole, and the outpouring of anger towards the Royal Family and the tabloid media,” he added.

He said the most rewarding part of his career is having been at *The Washington Post* for as long as he has. He considers it to be a great fortune to have worked under talented editors and to continuously learn from other members of the newsroom for more than 40 years.

“In a sense, I have had to reinvent myself every few years as faces change and demands change and stories change,” Balz said. “That, for me, journalistically, has been the greatest thing.”

For journalism students, Balz shared:

“As you start out as a journalist, you will see that every great journalist, no matter what they do, there's intellectual curiosity, desire to read widely, a fundamental energy to chase and get the story, and a self-critical nature of never believing you've figured out how to do the job as well as it ought to be done.”



(Photo of Dan Balz by Melina Mara, photojournalist at *The Washington Post*.)

Davis receives inaugural College of Media Emerging Leader Award

By Da Yeon Eom, Communications and Marketing Intern

Suheily Natal Davis (BS '04, broadcast journalism), senior director of global diversity, equity, and inclusion at McDonald's, has led a life of championing others through her professional and personal endeavors.

During her time at the University of Illinois, she felt the difference that a welcoming community and a strong support system can make.

"I think there were so many instances where such a big school felt very cozy and warm because of how other diverse students looked out for some of us who were coming in, especially from Chicago," Davis said.

Davis notably has compassion for others—whether helping people navigate the legal system, encouraging underrepresented populations to work in law, or providing resources to expectant families.

Because of the impact of her work and volunteerism, Davis has been selected as the inaugural recipient of the College of Media Emerging Leader Award.

"We're proud to acknowledge the important work to which Suheily has dedicated her career, while serving her community in leadership roles, and engaging with and supporting students in the College of Media," said Dean Tracy Sulkin.

Davis currently serves on the board of directors for the Illinois Equal Justice Foundation and the National Employment Law Council. She previously served on the College of Media's Leadership Council, on the board of directors for the Diverse Attorney Pipeline Program, and on the associate board for CARPLS, the largest provider of free legal aid to Chicago area residents. She stays close to her roots on the south side of Chicago through the graduate chapter of her sorority, Alpha Kappa Alpha Sorority Inc., by working on mentorship programs aimed at supporting young girls from her neighborhood.

Davis has also held leadership roles in legal organizations aimed at increasing the meaningful retention and participation of women of color in the legal profession, including the Puerto Rican Bar Association of Chicago and the Black Women Lawyers' Association of Greater Chicago. In 2017, Davis was named by the *Chicago Daily Law Bulletin* as one of the top 40 attorneys under 40 to watch.

She joined McDonald's Corporation in 2014 as senior counsel for global labor and employment, where her work primarily focused on counseling around issues of fair

treatment in the workplace, including maintaining a safe and respectful workplace free of harassment and discrimination of any kind. In 2019, after working exclusively with McDonald's U.S. business, Davis transitioned into the role of general counsel for McDonald's Latin American markets. During her time in the legal department, Davis helped develop and lead the legal department's diversity, equity, and inclusion strategy. She was promoted this year to her current role, in which she partners with the McDonald's U.S. leadership team to drive strategic diversity initiatives.

Her roots in journalism stemmed from being fascinated with news and people's stories.

"I think that journalism to me felt like a very good vehicle to learn more about people and how they function, what makes them tick and also to think about whose stories are being told and whose stories are being left behind," Davis said.

During a First Amendment course in journalism, Professor Steve Helle noted that the subject matter sparked excitement in her. He pulled her aside and asked if she ever considered pursuing law as a profession. After discussing it with her family, she decided to follow that career path and eventually earned her JD from DePaul Law School.

Other experiences at the University of Illinois influenced her dedication to inclusion.

She recalled how she was the only person of color in her first class as a college student and realized she would need to navigate spaces with people of different backgrounds, communicating about differences, and across cultures.

"I feel like I grew a lot," Davis said. "I was stretched in different ways beyond just academics. That concept of lifting while you climb and making room at the table for

everyone, that collaborative nature, is something that was fostered at the time I was in college."

Davis has been lifting others in many ways. Six years ago, she and her husband started a foundation called The Perfect Cadence following the tragedy of losing their daughter. The foundation provides baby showers and celebrations for families who do not have access to resources, and it also provides support for families who have experienced similar losses.

"For me, frankly, I had to give some sort of meaning to that loss to be able to cope," Davis said. "The foundation was a way to create memories that could stand in place of the memories that we couldn't have with our daughter, and it's given us just that."



(Photo courtesy of Suheily Natal Davis.)

Klues gift helps diversify advertising industry by opening doors for minority students

By Vivian La, Communications Intern

Jack Klues (BS '77, advertising) remembers reading a book by Marshall McLuhan in his high school mass communications class where he learned “the medium is the message.”

This sparked his life-long interest in advertising. He was “completely fascinated” by the power of newspapers, television, and broadcast on society and consumer habits.

In a time where media industries are facing criticism, Klues said the world of information is always changing. He believes this necessitates a generation of media professionals who are grounded in the values of diversity, education, and knowledge.

With a 35-year career in global leadership roles at renowned media companies, Klues understands the power of bringing diverse ideas to the table. He is committed to helping Illinois advertising students from underserved communities gain access to opportunities and driving the industry forward.

In 2015, the Klues Family Foundation donated \$1 million to the Charles H. Sandage Department of Advertising to fund scholarships for underrepresented students with significant financial need. Since then, more than 60 students have been aided by this gift. It has funded scholarships, internships, experiential learning opportunities through advertising immersion trips, and support for high schoolers to attend a College of Media summer camp.

“I have always valued the power of diversification,” Klues said. “I want to see the industry thrive. ... It’s what keeps me busy and keeps me happy.”

Looking back at his time as an advertising student, Klues said he has never forgotten some of the experiences he had with faculty members who helped shape his career. In particular, he remembered a Strategic Media Planning class taught

by Professor Arnold Barban, former head of the Department of Advertising.

“Highly committed to the students’ success upon graduation, Dr. Barban spent extra time working with us on resumes, bringing industry experts into his classroom, and acting as a



Jack and Beth Klues. (Photo courtesy of Jack Klues.)

personal reference,” Klues recalled. “Beyond his assistance, I try to emulate his passion and empathy for others needing help toward achieving their own goals.”

Klues began his advertising career as an account executive in the media department at Leo Burnett, where he worked on planning and placement for companies like Pillsbury and Green Giant. By 1996, he was part of a management team that created Starcom, a media services agency under Leo Burnett.

Leo Burnett merged with another media agency in 2000 and the Starcom MediaVest group was formed, with Klues as the global CEO. When Starcom was acquired by Publicis Groupe in 2003, he became the global CEO for Publicis Groupe Media. From 2007 until his retirement in 2012, Klues was CEO at VivaKi, one of the first fully digitally-integrated agencies.

Throughout his extensive career, Klues has seen the advertising industry change with the growth of the Internet. He said it’s these changes that kept his job interesting and exciting, as well as created diversity within the industry. Klues specifically recalls shifting leadership positions during his years heading Starcom.

“The reason Starcom grew was because I had the power of all these different perspectives and we had harnessed them for the good of the company,” Klues said. “That concept doesn’t leave me, so I hope the College of Media can benefit in the same way.”

For more than two decades, Klues has served in a variety of leadership roles related to education. He’s been a member of the James Webb Young Board, a professional advisory board for the Sandage Department of Advertising. He also serves on the board of directors for the Off the Street Club, Chicago’s oldest club for boys and girls, as well as on the board for his fraternity. In his retirement, Klues established

Mentridge, a mentoring program for college graduates entering the job market.

“Advertising can be—and do—a profound, powerful good,” Klues said. “If in the right hands.”

Klues also hopes the College of Media can continue to create a generation of advocates for media industries.

“Not only create advocates, but advocates who are grounded on basic decency and are good citizens of the world,” he said.

Klues’s desire to help college students is rooted in the family values he grew up with and from seeing his parents give to those less fortunate than themselves.

“It’s very fulfilling to me,” he said. “You have the most satisfaction by giving.”

You can invest in the College of Media through the University of Illinois Foundation in a number of ways

- Create a **deferred gift** through your will, living trust, or retirement plan to support programs at the College of Media, maintain control of your assets during your lifetime, and reduce the size of your taxable estate. (Please contact the College of Media Office of Advancement to ensure your bequest or beneficiary designation language can be honored as you intend.)
- Make a gift of **appreciated, marketable securities** held for more than a year. Your appreciation will escape capital gains taxation and your charitable deduction will be the fair market value of your investment at the time of your donation.
- Transfer up to \$100,000 annually from your **IRA** to a qualified charity (like UIF, for the benefit of the College of Media) that will count toward your required minimum distribution and will not be added to your taxable income. After you reach the age of 70½, you are permitted to do this.
- Recommend your **donor-advised fund** make a grant supporting the College of Media. The process is easy.
- Donate your residence, vacation home, farm, undeveloped land, or other piece of **real estate**. (Please note these gifts require UIF review and pre-approval before they can be accepted.)

To learn more, contact Deanne Johnson, assistant dean for advancement, at 217-333-0752 or jhns@illinois.edu.

The University of Illinois Foundation does not provide tax, legal, or accounting advice. You should consult your own tax, legal, and accounting advisors before engaging in any transaction.



New Voices interns discuss website and social media ideas. (Photos by Isabella Pennebaker, photography intern.)

New Voices Internship Program pairs students with in-house opportunities to build job skills

As part of a commitment to provide internship opportunities for first generation students and students from underrepresented populations, the College of Media launched the New Voices Internship Program this fall. Interns in the program will gain a variety of media-related skills through in-house projects and career development workshops.

The pilot program, supported by the Office of the Provost, will be coordinated by Media Career Services within the college's Student Services Center. This year, approximately 10 students, mostly freshmen and new transfer students, will be provided with a year-long paid internship experience.

"This program is designed to provide Media students with career-building experiential learning opportunities from the day they arrive on campus," said Dean Tracy Sulkin. "The experience will also broaden their network of resources within the college. In turn, we're benefitting from the interns' unique perspectives, such as getting feedback on preferred ways to reach and communicate with prospective students who are beginning to research Media majors."

At their initial meeting, the interns expressed interest in learning more about traditional and non-traditional career options and creating content for an academic institution. For their first project, the interns shared insights and ideas about the college's communications channels, and offered ways in which they could help.

"We're excited to match students with faculty and staff within the College of Media to develop skills related to their major and career interests," said Katie Clark, senior assistant dean for student services. "The students will be able to build their resume quickly with projects that will entail interviewing, writing, photographing, storyboarding, video editing, and more."

Help our students by investing in an endowment

We invite our alumni and friends to help support the New Voices Internship Program and sustain its future. Your gift is an investment in our next generation of media leaders and will give a diverse group of students the opportunity to develop valuable skills applicable to the media industry. To give, visit media.illinois.edu/give-now, click on the orange button, and under "Other," type in "New Voices Internship Program."

To learn more about this program and how you can help support first generation and underrepresented college students, please contact Deanne Johnson, assistant dean for advancement, at 217-333-0752 or jhns@illinois.edu.

New faculty and staff join College of Media

Warren helps expand sports media offerings

Stephen Warren is a newly appointed lecturer focused on sports media in the Department of Journalism and Charles H. Sandage Department of Advertising. This fall, he is teaching Classics of Sports Journalism, Crisis Communications, and Sports Public Relations.

“What drew me to the University of Illinois was the enthusiasm I felt from everyone during the interview process, from the Dean to the students,” Warren said.



He also plans to conduct research that focuses on media effects and media psychology, entertainment theories, and sports audiences. For his PhD at the University of Massachusetts Amherst, his dissertation focused on how sports fans cope with and rationalize athletes’ controversial political beliefs.

Wilson-Brown adds new dimensions to PR courses

Carrie Wilson-Brown returned to campus this fall as a lecturer in the Department of Media & Cinema Studies and the Charles H. Sandage Department of Advertising. She was previously a graduate student at the College of Media’s Institute of Communications Research.



“This dual appointment gives me an opportunity to mentor students with varied media interests and a strong academic focus,” Wilson-Brown said.

This semester, she is teaching new courses in Public Relations and Entertainment Industry, Becoming an Influencer, and Intro to Public Relations. She plans to develop and teach additional courses that fuse digital storytelling, video production, and public relations.

New eLearning specialist enhances online and hybrid courses

As the College of Media’s first-ever eLearning specialist, Ann Abdelzahar will be partnering with faculty in each department to actualize their ideas for building innovative online and hybrid courses. This includes engaging students through videos, animations, games, audio, and photos during lessons.

“Faculty in the College of Media have many ideas about how to innovate in the remote classroom,” Abdelzahar said. “My role is to facilitate technical and creative options and turn those ideas into a reality.”



Abdelzahar started in special education and earned her PhD in instructional technology. She previously was an eLearning developer and an online support and web technician.

Hub for Brand Innovation and Advertising Technology launched

A new initiative on strategic communication and emerging technology is connecting advertising students, faculty, and brands, by putting research into practice.

The Hub for Brand Innovation and Advertising Technology is a partnership between the Charles H. Sandage Department of Advertising, the Siebel Center for Design, and Technology Services at Illinois. Their proposal for the Brand Hub was selected to be funded through the Office of the Provost’s Investment for Growth program in 2020.

“Enriching experiential learning opportunities will transform the educational experience for students and our vision aligns with the strategic plan of the University of Illinois in that we are technology focused, innovative, and community-building. The Brand Hub will reimagine what advertising education can be,” said Professor Mike Yao, head of the Sandage Department of Advertising and principal investigator.

The four primary goals of the Brand Hub are experiential learning, professional development, innovation and entrepreneurship, and applied research and consulting. The Brand Hub will provide resources for student learning, faculty research, industry partnership, and community engagement.

“Creating opportunities for students to tackle real-world problems at the intersection of technology, advertising, and design while they are still in school will undoubtedly equip them to continuously push the boundaries and drive innovation in their careers,” said Rachel Switzky, director of the Siebel Center for Design.

Learn more at brandhub.illinois.edu.



Advertising students Katie Kenny and Abby Davis pitched their mobile app concept, Rejoice, at SocialFuse, a pitching and networking event at the Siebel Center for Design, hosted by the Technology Entrepreneur Center and sponsored by the Brand Hub. Kenny and Davis created the business concept for Rejoice with two other students in the advertising course Media Entrepreneurship. Rejoice has tools to make it easier for college students struggling with mental health issues to access the resources they need. Kenny and Davis were seeking computer science and engineering students to help their team code the app. (Photo courtesy of the Rejoice team.)

Illinois Student Newsroom at IPM trains students alongside professionals in new campus collaboration

By Liz Westfield, *Illinois Public Media*

Illinois Public Media and the Department of Journalism are thrilled to officially announce the founding of the Illinois Student Newsroom at Illinois Public Media—a collaborative place for journalism students to work side-by-side with professionals in all facets of a public media newsroom.

“The Illinois Student Newsroom at IPM is a great reflection of our educational strategic priorities at the College of Media,” said Dean Tracy Sulkin. “We’re bringing together two parts of the college—IPM and the Department of Journalism—to foster experiential learning.”

“Illinois Public Media is proud to support the next generation of upcoming journalists through this new student newsroom initiative, created in partnership with the Department of Journalism,” said Moss Bresnahan, executive director of IPM, which is a non-profit public media service of the College of Media.

“IPM is an ideal space for students to gain experience working in the field, while receiving personal guidance from journalists, and producing content for a professional media organization,” said Professor Stephanie Craft, head of the Department of Journalism.

The program is led by Chris Evans, clinical assistant professor in journalism. His position was created in 2020 to facilitate students gaining real-world experience at IPM. The Illinois Student Newsroom offers space for students to learn how to report, write, interview, and anchor, as well as build a portfolio of work across audio, video, and multimedia platforms, right in the heart of a dynamic working newsroom.

In the past year, as the Illinois Student Newsroom was being developed, Evans has connected students with the IPM news team to produce impactful journalism for the greater central Illinois community.

“As an educator, it’s been just thrilling to watch the students grow and thrive and begin their careers here at Illinois Public Media,” Evans said. “The fact that the students have already started winning state and national awards for their work is awesome, too.”

For example, as an inaugural member of the Illinois Student Newsroom last year, Farrah Anderson—now a sophomore in journalism and senior student producer—reported on University of Illinois athletes’ response to the



Students learn about audio tools in the Illinois Student Newsroom at IPM. (Photo by Isabella Pennebaker, photography intern.)

Black Lives Matter movement and their decision to lead a march in August 2020, which earned her first-place accolades in the Student Spot News category of the Public Media Journalists Association Awards.

“My experience with the Illinois Student Newsroom has been formative in my career as both a journalist and a multimedia storyteller,” Anderson said. “As a reporter, I was plunged into the world of audio storytelling and had the opportunity to report on the University of Illinois Urbana-Champaign campus and the surrounding community. By moving into my role as a producer in the student newsroom, I now edit and mentor other students that were in my same position just a year ago.”

Follow the students’ work at will.illinois.edu/studentnewsroom and hear their stories on *WILL-AM 580* or illinoisnewsroom.org.



IPM series features Media student navigating the pandemic during the 2020-21 school year

In the third installment of Illinois Public Media’s *American Portrait | Central Illinois*, a Media student shares her journey, decidedly making the best of the circumstances she was thrust into because of the pandemic. “Shavonne’s Year” showcases Shavonne Cole, a senior in media and cinema studies, through her own lens. Using her iPhone, Cole documents working at campus jobs, learning to cook, creating a photo studio, exploring the Champaign-Urbana community, celebrating her 21st birthday, and more.

Watch the series: will.illinois.edu/americanportrait/shavonnesyear.

Highlights from Fall 2021



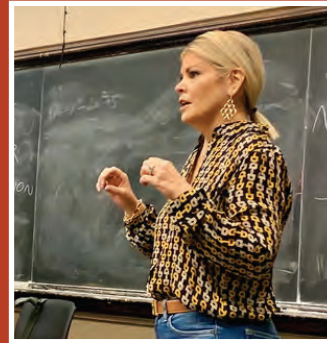
The Richard and Leslie Frank Center for Leadership and Innovation in Media presented a panel on sports and social media, broadcast live from Illinois Public Media. Panelists included U of I Athletic Director Josh Whitman, journalism alumni and sports writers Colleen Kane and Alex Iniguez, and journalism student and Fighting Illini women's basketball player De'Myla Brown, with journalism lecturer Alison Davis moderating. Watch at go.media.illinois.edu/youtube. (Photo by Jacob Davidson, photography intern.)



De'Myla Brown shared her student-athlete experiences at the Frank Center panel on sports and social media. (Photo by Isabella Pennebaker, photography intern.)



Brittany Applegate and UIUC alumna Morgan Myles (front row) from ad agency Social Deviant discussed cultural understanding and representation of diversity with the Advertising and Society class, taught by Michelle Nelson, professor of advertising.



Leslie Frank, an Emmy award-winning broadcast journalist, spoke with students in Introduction to Journalism, taught by Chris Evans, clinical assistant professor.



Angela Sinickas Shiromani (BS '75, journalism) received the 2020 Alumni Achievement Award from the University of Illinois Alumni Association during Homecoming 2021.



Left: Gregory Hall Room 31 has been transformed into a flexible classroom with movable chairs and tables. Screens all around the room enable each "pod" to share their presentation. The glass wall allows visitors to get a glimpse of the Media class inside.

Right: Gregory Hall Room 29 is a brand new production studio with equipment that students can use for Media classes.

Save the Dates

**Center for Advanced Study
MillerComm Lecture**
Tara Pixley, visual journalist
March 1-4, 2022
cas.illinois.edu/upcoming-events

Sandage Symposium
March 31-April 1, 2022
sandagesymposium.com

Ebertfest
April 20-23, 2022
Virginia Theatre
Champaign, IL
ebertfest.com

**UIUC Student Film
Festival**
May 2022
uiucfilmfest.com

Media by the numbers

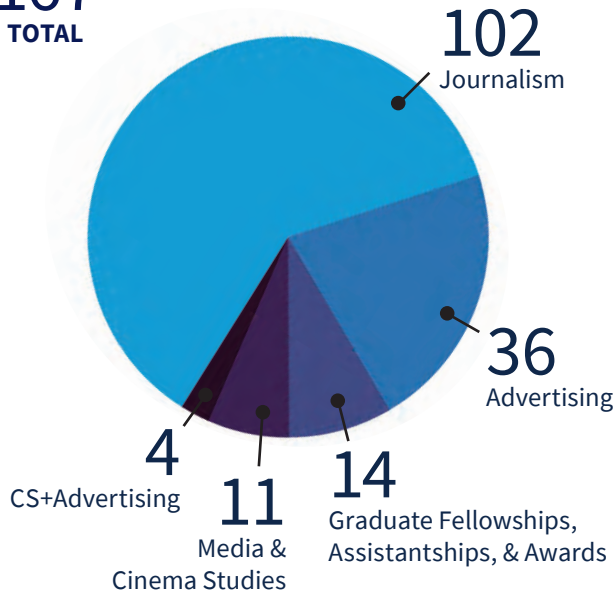
Support from our alumni and friends transforms a College of Media education. Private gifts help to alleviate financial need and recognize students' academic achievements. With you, student recruitment and success is possible. See our list of donors for FY21 at media.illinois.edu/giving/donors.

Funding Priorities

- Support College of Media unrestricted funds
- Foster opportunities for Media students
- Champion innovation in Media research and collaborations
- Nurture excellence in Media faculty

Scholarships, Internship Support, Fellowships, and Awards FY21

167
TOTAL



Scholarship Stats FY21

\$411,100

Amount of scholarships awarded by the College of Media

\$4,314

Average award package for freshmen

\$3,637

Average college award package for sophomores, juniors, and seniors

458

Freshman and transfer student applicants to the College of Media

196

Continuing students who applied for scholarships

29

Incoming freshmen who were offered scholarships

25.5%

Eligible undergraduate applicants (freshmen through seniors) who were supported through available funding

New Business FY21

\$10,405,895

New business includes new gifts, pledges, grants, and bequests

378

Number of donors

559

Number of gifts

Student Stats

1,095

Undergraduate and graduate students

6.5%

International undergraduate students

25%

Undergraduate students from underrepresented populations

\$32,994

Yearly cost of attendance for a student taking 16 credit hours as an Illinois resident



Media and cinema studies students at Meet Media

Every gift counts. To learn more about giving to the College of Media, contact the Office of Advancement at 217-244-5466 or media-giving@illinois.edu. You can use the remit envelope in this magazine or make a gift online at media.illinois.edu/giving. Learn about the With Illinois campaign at with.illinois.edu.



COLLEGE OF MEDIA

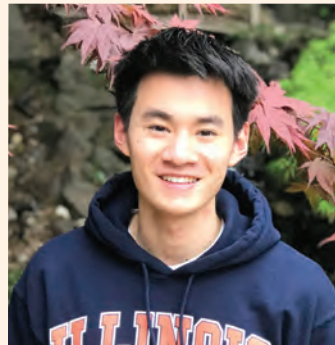
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Thank you to our donors!



“This scholarship allows me to continue creating content in my desired production specialty, video content, outside of the classroom setting. My heavy involvement in and around campus will benefit greatly from your generosity. In my work, I strive to create content that promotes living a positive lifestyle and offers resources and knowledge to achieve it.”

—Ryan,
Advertising



“With the help of both UIUC and generous donors like you, there will be less pressure on my family and me to take out a substantial amount of loans. Instead, I can focus on getting a good education and start doing what I have always wanted to do: discover a career where I can utilize my ability to better my community.”

—Ricky,
Computer Science + Advertising



“I am Mexican-American and a first generation college student, which made coming to this campus very challenging. I knew leaving home was hard for my family and me but I could not pass up the opportunity to excel to make all of their sacrifices worth it. With all this unrest and uncertainty lately I have been so uplifted with the news of this scholarship, which will make the steps to my future career a little easier.”

—Zulema,
Journalism



“Thank you for providing the funding for this scholarship. I am forever grateful for your generosity. I am one of the millions within the United States who is going to have to pay my college debt. This scholarship not only helps with my future finances but my future goal of becoming a documentarian.”

—Margaret,
Media & Cinema Studies